



Change the World, Start with **ENERGY STAR®** Campaign: Understanding the Pledge Taker Experience



Learn more at energystar.gov

The Pledge Taker Experience

A screenshot of the Energy Star website, specifically the page for National Grid - Rhode Island. The page is titled "National Grid - Rhode Island" and features a large banner image of a family. The left sidebar contains navigation links such as "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". The main content area includes a "Campaign Resources" section with links like "Getting Started", "Event Toolkit", and "Change the World Booth". Below this is a "National Grid - Rhode Island" section with a "TAKE THE ENERGY STAR PLEDGE" button. The page also displays "Cumulative Savings" statistics and a "Change the World. Start with ENERGY STAR" section with a "Change the World. Start with ENERGY STAR" button.

Cumulative Savings	
Greenhouse Gas Emissions (lbs.)	850,026
Dollars	\$66,501
kWh	484,916
BTUs	686,038,968

Change the World. Start with ENERGY STAR.
2009-2010 Goal: 356,000 lbs.
Current Total: 850,026 lbs.
% to Goal: 239%

Questions about your Goal?
If you have questions about setting or changing your goal, please email changetheworld@energystar.gov.

Each partner has a unique URL that takes the pledge taker to the pledge driver's page on energystar.gov

* Don't know the URL for your pledge driver page? Choose your organization from [the complete list of pledge drivers](#) to access your page.

The Pledge Taker Experience

A screenshot of the Energy Star Pledge Taker Experience website. The page is titled "Take the Pledge: ENERGY STAR" and shows a progress bar at the top indicating "6,114,618,823 kilowatt hours of electricity saved". The main content area is divided into several sections: "GET YOUR ORGANIZATION INVOLVED" with a "BECOME A PLEDGE DRIVER" button; "Assess Your Home" with buttons for Lighting, Electronics, Appliances and Water Heaters, Heating and Cooling, and Seal and Insulate; "I PLEDGE TO MAKE THE FOLLOWING:" with checkboxes for Product Changes (Replace lightbulbs, Purchase ENERGY STAR light strings) and Other Energy-Saving Changes (Turn off lights when not needed); "SIGN YOUR PLEDGE" with fields for First Name, Last Initial, Email, and Zip; and "MAKE A CHANGE" with buttons for "At Home" and "At Work". A sidebar on the right shows "SEE ENERGY STARS ACROSS AMERICA" with a map of the United States and "CURRENT ENERGY STAR ACTIVITY" with a list of recent pledges.

- The pledge taker is taken to a page with five possible pledge items (lighting, electronics, appliances and water heaters, heating and cooling, sealing and insulating) and an option to “Assess Your Home”
- The pledge taker can pick one pledge item—or all five
- EPA collects the pledge taker’s first name, last initial, email and zip code
- A statement appears above the “Take the Pledge” button letting pledge takers know that their information will be shared the EPA partner associated with the unique URL.

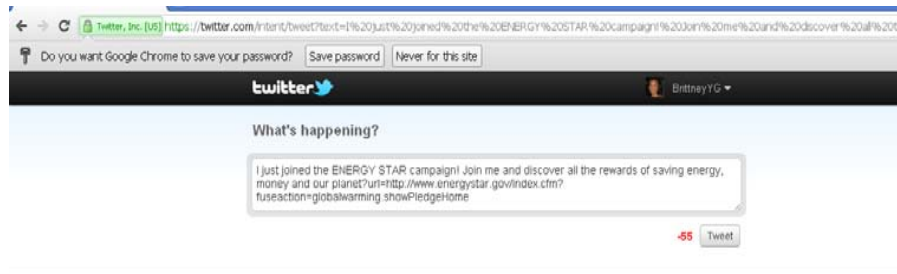
The Pledge Taker Experience



- Thank you page offers a chance to share your pledge on Facebook and Twitter
- Your Rewards Section: Partner rebate links are offered to all pledge takers based on the zip code entered (via partner pledge page, or standard web entry)

A screenshot of the ENERGY STAR Pledge Taker Experience page. The page is titled "Join the Fight Against Global Warming" and "Thank you for making a difference with ENERGY STAR!". It features a sidebar with links: "Take the Pledge", "View Our Map", "Make a Change", "Get Your Organization Involved", and "Share Your Story". The main content area includes a "PLEDGE MORE" button, a "Share your pledge:" section with social media icons, a "Share your energy-saving acts!" section with a "Share Your Story" link, and a "Inspire others to take the Pledge!" section with a "SUBMIT" button. Below these are sections for "YOUR PLEDGE ITEMS" and "YOUR REWARDS". The "YOUR PLEDGE ITEMS" section lists: "Replace 1 light with ENERGY STAR qualified lights" and "Turn off your lights when not needed". The "YOUR REWARDS" section lists: "Constellation Energy/Baltimore Gas and Electric Company (BGE): Up to \$3.00 discount for air builds." and "Constellation Energy/Baltimore Gas and Electric Company (BGE): 10 special offer for light fixtures." The "YOUR TOOLS" section includes a link to "ENERGY STAR @ Home" and a description: "Take a room-by-room tour of ENERGY STAR @ home and learn what you can do this spring to save energy, save money and help protect our environment in your own home." The page also displays statistics: "and 2,070,700 individuals who are taking action to protect the climate." and "10,428,501,023 Lbs in energy savings greenhouse gases eliminated" and "6,114,618,823 kilowatt hours of electricity saved".

The Pledge Taker Experience



- The pledge taker has the option to spread the word about their pledge taking via Twitter and Facebook.
- EPA sends an email follow-up to the pledge taker, reminding them of their pledge actions and of the promotions being offered by the pledge driver who facilitated the pledge interaction.

